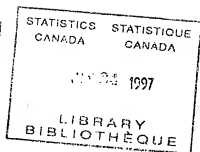
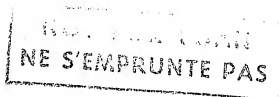


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**NATIONAL
CENSUS
TEST**

**For use by Statistics Canada Staff in
answering questions about the National
Census Test on November 8, 1993.**

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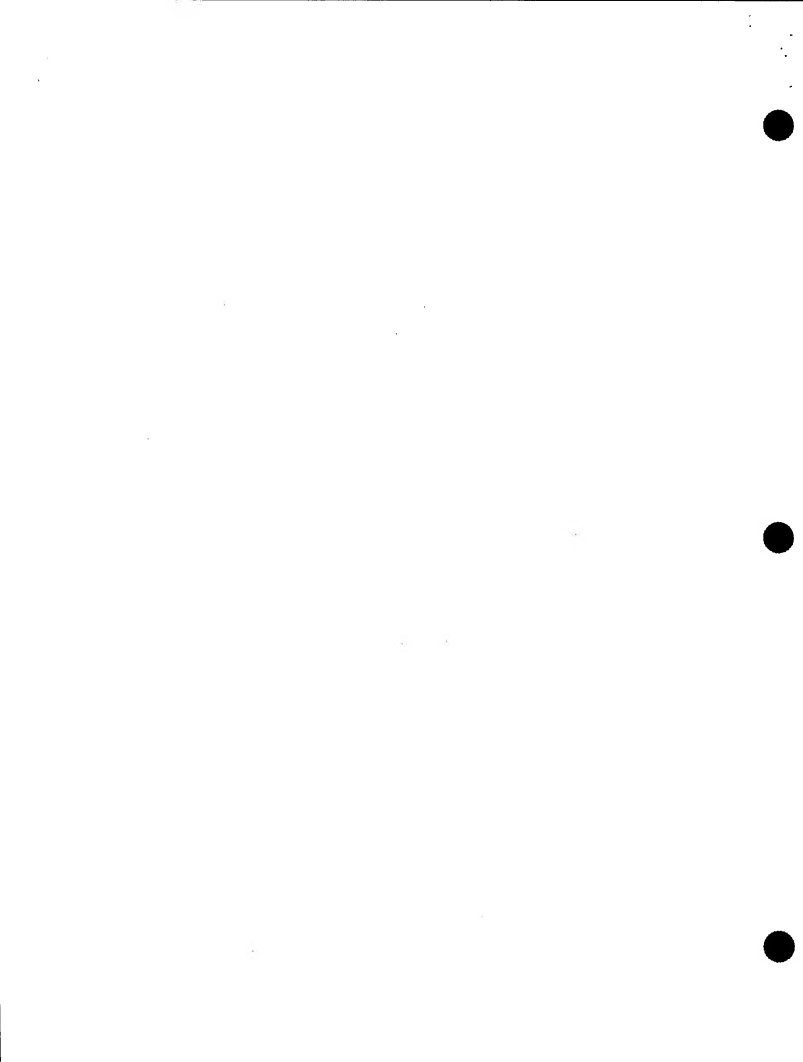
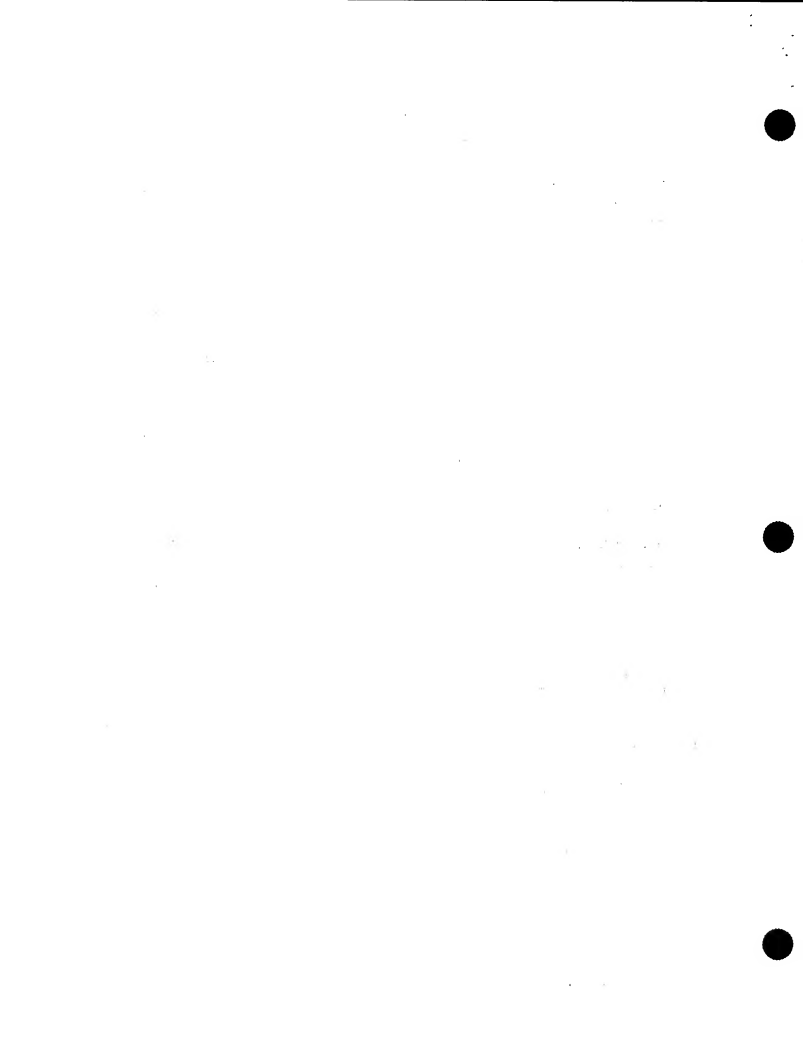


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1. ETHNIC ORIGIN AND RACE

1.1 Can I write in *Canadian* for Question 18 (race)?

The Employment Equity Act ensures that all Canadians, regardless of gender, race or colour, aboriginal background or activities limitation have equal opportunity to participate in the economic, social and political life of Canada. This question does not ask about citizenship or national identity. This question asks about this person's specific visible minority group.

1.2 Why is there a question on race?

Statistics Canada is required to collect this information in support of the Employment Equity Act to ensure that all Canadians have equal opportunity to participate fully in society.

In previous censuses (1981, 1986, 1991), information on ethnic origin, place of birth, language and religion was used to identify the visible minority population. There is a need to measure the visible minority population in a more direct way. Statistics Canada did collect data on race between 1871 and 1941.

1.3 Why are some visible minority groups oversampled for the test?

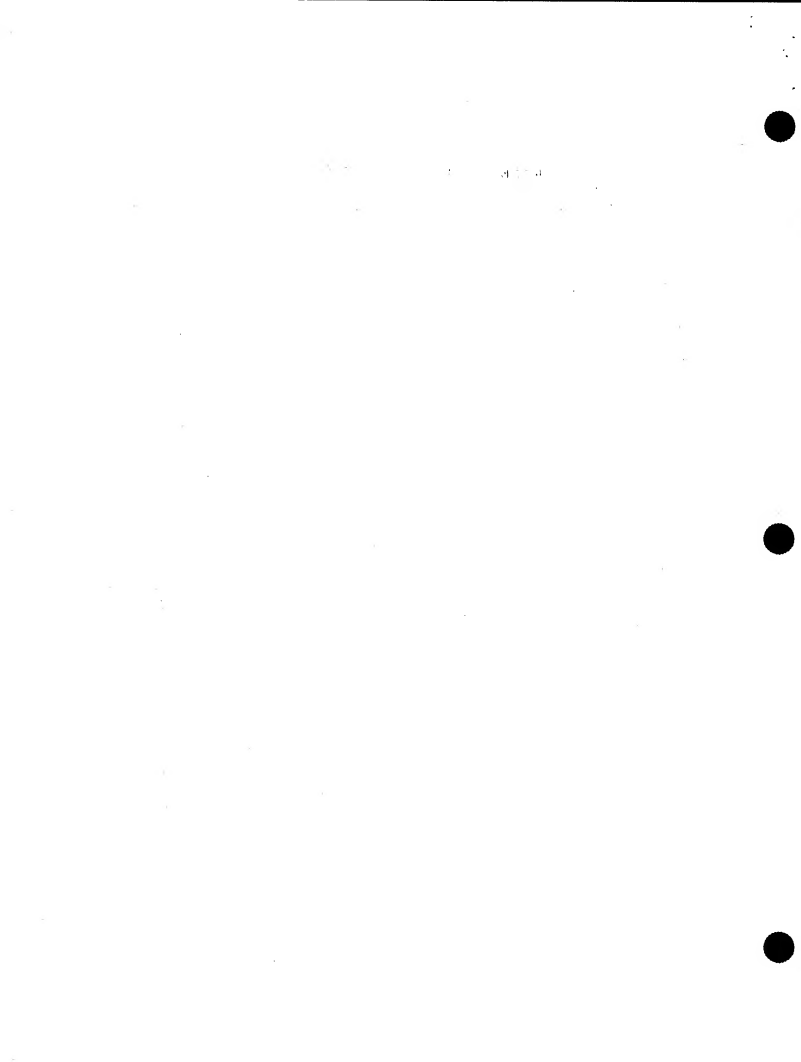
Some groups have been oversampled in order to ensure as much input as possible from members of visible minority groups. This also helps Statistics Canada in planning communication and collection approaches with groups who do not have either English or French language skills and abilities.

1.4 Why is Canadian shown as an example in Question 16?

The examples are based on the most frequent responses to the ethnic origin question in the 1991 Census. Many persons reported Canadian as their ethnic origin in the last census.

1.5 Why is Black not shown as an example in Question 16?

Haitian and Jamaican were the two most frequent write-in responses provided by Black persons in the 1991 Census. These are shown as examples of ethnic or cultural groups. Black is shown as a response category in Question 18.



1.6 Why is Acadian not included in the examples of ethnic groups in Question 16?

The examples are based on the most frequent responses to the ethnic origin question in the 1991 Census. Acadian was not one of the most frequently reported ethnic origins.

1.7 Why is Québécois not included in the examples of ethnic groups in Question 16?

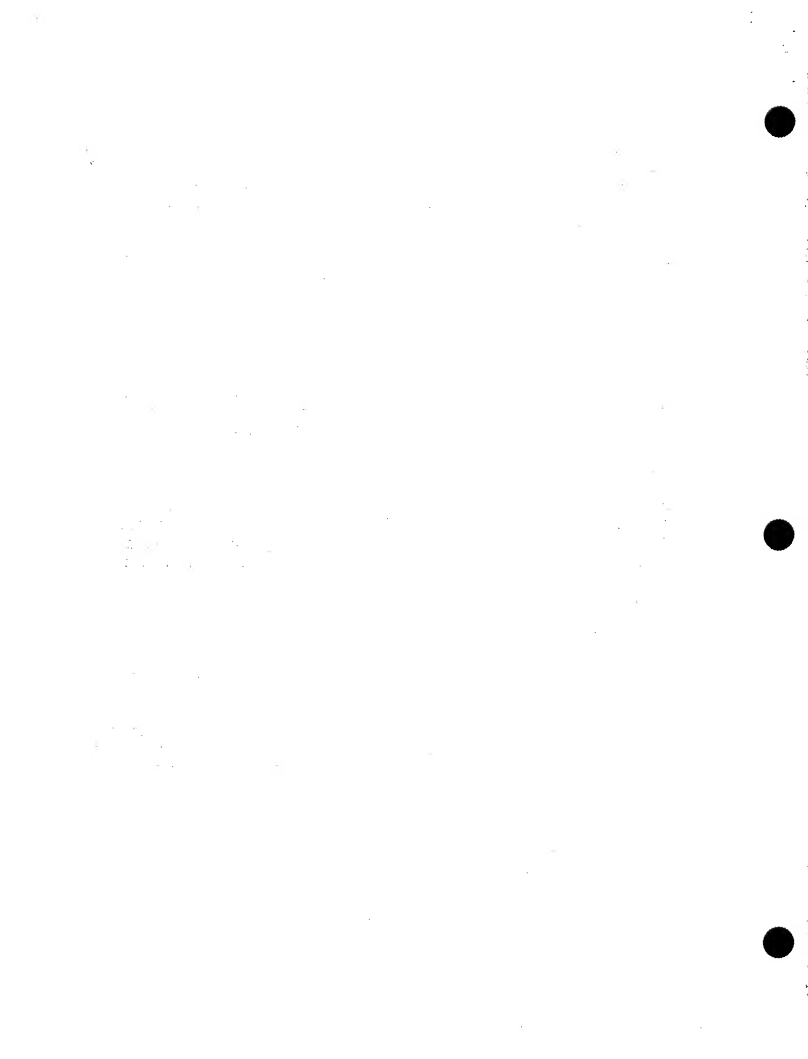
The examples are based on the most frequent responses to the ethnic origin question in the 1991 Census. Québécois was not one of the most frequently reported ethnic origins.

1.8 In Question 18, why is there only one category for Blacks and many alternatives for Asians?

The groups that are listed in Question 18 are based on the groups identified as visible minorities for employment equity programs. These groups have been identified as visible minorities in Canada as a result of the work of the Abella Commission (A Royal Commission on Equality in Employment).

1.9 Why is Jewish shown as an example of ethnic groups in Question 16?

Jewish is a religion as well as an ethnic group. This is an example of an ethnic group where there is a strong relationship between religion and ethnic origin. Data on Jewish ethnic group have been collected by every census ethnic origin question.



2. GENERAL

2.1 What is the national census test and why are you doing it?

The national census test is being conducted to plan for the 1996 Census. Approximately 21,000 households will receive questionnaires which they will fill in and mail back to Statistics Canada.

By doing a census test, Statistics Canada can gauge the effectiveness of the questionnaire by how well the questions are filled in and also have an idea of the costs involved in carrying out the 1996 Census.

2.2 I heard that Statistics Canada is conducting a national census test? Could I receive a questionnaire?

Only 21,000 households across Canada have been selected to participate in the national census test. If you do not receive a questionnaire by November 8, this means that your household was not selected to participate in the test.

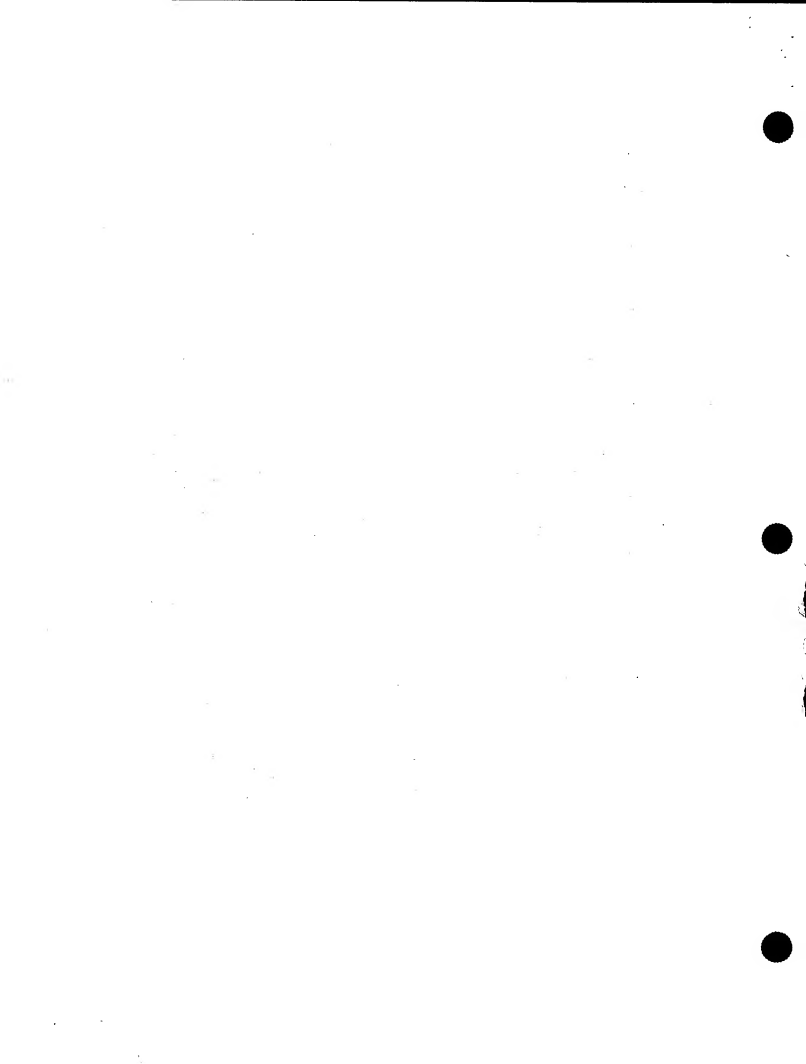
2.3 How was the sample selected?

Part of the sample was selected from the Labour Force Survey and, the other part, from the 1991 Census. A total of 21,000 dwellings were randomly chosen. In addition, supplementary samples of special populations were included to ensure representation of the Canadian population. These samples included blacks, asians, aboriginal and métis populations from major cities across Canada.

2.4 How does a question get on the census test?

Questions have to undergo field testing before they can be included in the census.

Statistics Canada held consultations with individuals, groups and organizations to determine the questions for the 1996 Census. Based on feedback from these meetings, Statistics Canada knew where more information was required and which questions had to be revised to meet the users' needs.



2.5 Will questions on the census test automatically appear on the 1996 questionnaire if they work?

The Federal Cabinet must approve all questions for the census under the *Statistics Act*. Before a question is submitted to Cabinet, Statistics Canada thoroughly tests the question and is absolutely certain that there is a need for the data.

Cabinet evaluates each question based on its urgency, importance, costs and benefits. Once approved, the questions are recorded and published in the *Canada Gazette*.

We expect the 1996 Census questions to be gazetted in the spring of 1995.

2.6 How will Statistics Canada know if a question works or not?

Statistics Canada will know the success or failure of a question in many ways. Subject-matter experts will review the results of each question to identify any inconsistencies. The test questionnaire asks specific questions on the content, wording and layout of the questionnaire to obtain an evaluation from respondents. Interviewers who drop off the questionnaires and do follow-up interviews with households will provide feedback on the concerns of respondents, and the census help-line will also provide valuable information on the kind of assistance respondents needed filling in their questionnaires.

2.7 I sent in a submission requesting a question be tested. It is not on the test. What is the next step to take to ensure it will be on the 1996 questionnaire?

Many groups from across Canada suggested changes for the 1996 Census. Statistics Canada is now doing a field test with a sample of 21,000 households which incorporates many of these suggestions.

While it is impossible to accommodate all requests, the selected questions are the ones which respond to the widest possible range of information requirements expressed by various groups and data users.

11-11

2.8 Which questions are new for the census test?

- Q.18 Race
- Q.24 Language of instruction at educational institution
- Q.41 Language spoken at work
- Q.43 Means of transportation to work
- Q.26 and 27 Unpaid Work

2.9 Which questions were dropped for the census test?

- Religion (This question only asked on decennial censuses.)
- Fertility (This question only asked on decennial censuses.)
- three of five questions were omitted under Education:
 - How many years of education completed at university?
 - How many years of schooling completed at institution other than university, high school or elementary school?
 - What was the major field of study or training of person's highest degree, certificate or diploma (excluding high school)?
- six of eight questions were omitted under Dwellings:
 - Questions H3-H8 from the 1991 Census questionnaire.

2.10 For questions not on the test, does this mean they have been omitted for the 1996 Census?

Not necessarily. Some questions are not on the test because they did not pose a problem in 1991 and will automatically be included in the next census. However, before new questions can be added to the census, they must be tested.

If a question is tested successfully for inclusion in the census, an existing question has to be dropped. During consultations for the 1996 Census, data users were informed that for every new question they suggested, they also had to suggest one for exclusion.

2.11 Since the 1996 Census has been cancelled by the government, why should I bother to complete this test? (Hypothetical)

Since we will not have the 1996 Census, this test is doubly important. Your participation in the census test will let us know what works and doesn't work so we can plan for the 2001 Census.



2.12 What will happen to me if I refuse to complete the census test?

By law, you can be fined or sent to jail. The National Census Test is taken under the authority of the *Statistics Act*, which requires everyone to provide the information requested. The same Act guarantees that the information you provide in your census test questionnaire will be kept confidential. By answering the census test questions, you will be playing an important part in the development of the next Census of Canada.

2.13 What happens to all of the data collected during the census test?

Over the next three months, questionnaires will undergo processing, editing and data quality testing. Subject-matter experts will also be analyzing the test results for any inconsistencies.

2.14 Will data be released from the test?

No data will be released from the census test. The test is being conducted only to determine the validity and quality of the questions for the 1996 Census.

2.15 Are the test questionnaires destroyed once the test is over?

The questionnaires from the National Census Test will be kept a minimum of two years. At the end of that time, the questionnaires will be destroyed.

2.16 Who sees this questionnaire once I have completed and returned it?

Only Statistics Canada employees who conducted the interviews and who are responsible for capturing and processing the data see the questionnaires.

The questionnaires are first captured in the regional offices and sent electronically to headquarters in Ottawa where they are safely stored.

The confidentiality of individual forms is given the highest priority from the beginning of the census collection process to the publishing of census data. Employees are sworn to secrecy under the *Statistics Act* and any employee who releases personal information could face both a fine of up to one thousand dollars a jail term for up to six months.

2.17 How much will it cost to carry out the national census test?

Approximately 1.8 million dollars.

2.18 What activities does the 1.8 million dollars cover?

A good portion of the costs are for the 340 interviewers who have been hired (at \$12-\$15/hr) to drop off the questionnaires and conduct interviews with households.

Other significant costs are for data capture, questionnaire design, and analysis of the test results.

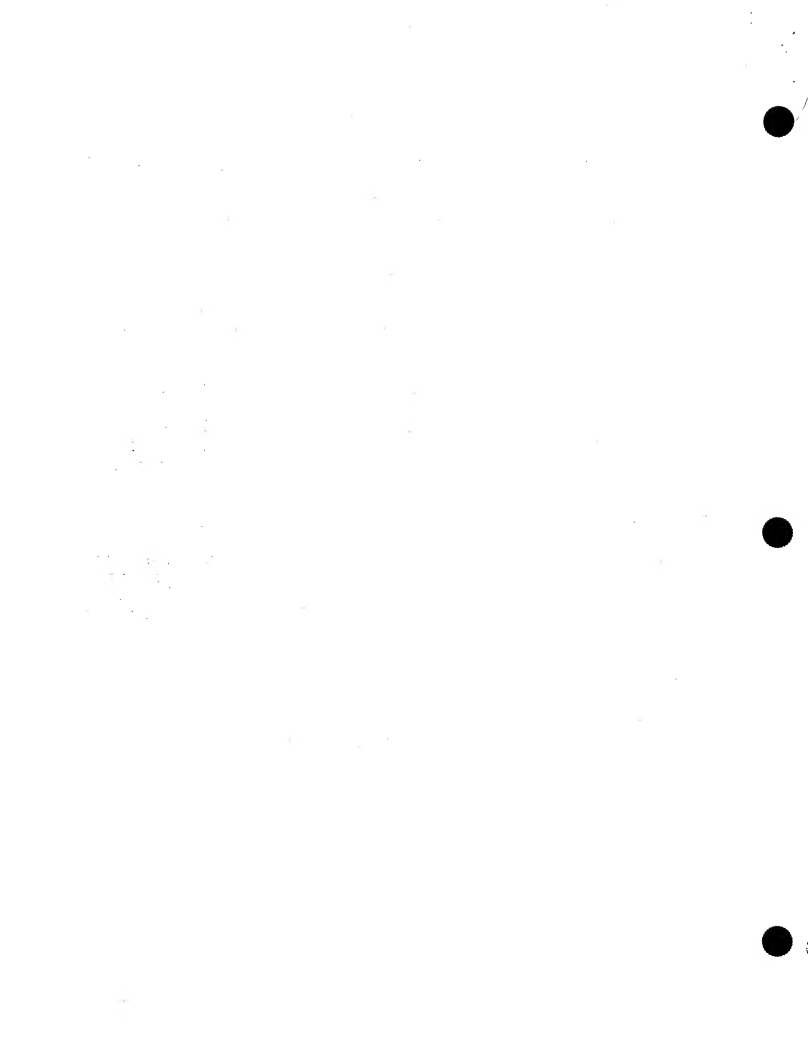
The other costs include printing and postage of 50,000 questionnaires and staffing the census hot-line for two weeks from 7 a.m. until midnight.

2.19 Questions regarding completion of questionnaires.

If respondents call requiring assistance with their questionnaires, refer them to the Census Help-line (1-800-565-5595). The help-line will be in operation from November 1 to November 12 from 7 a.m. until midnight.

2.20 Calls from radio hot-lines, other news media or persistent individuals.

When you receive calls of these types, determine if the callers are respondents. If they are, refer them to the census help-line. If they are not respondents and are persistent, suggest that the Statistics Canada Public Communications Staff may be of help. For service in English, they can dial (613) 951-0444 and, in French, (613) 951-1110. **In the regional offices, callers should be referred to the regional communications staff.**



3. LANGUAGE

3.1 I speak more than one language at work (Q.41). What language do I report?

Report the language that you speak most often in performing your job. Report two languages only if you speak them **equally often**.

3.2 I take courses in more than one language at school (Q.24). What language do I report?

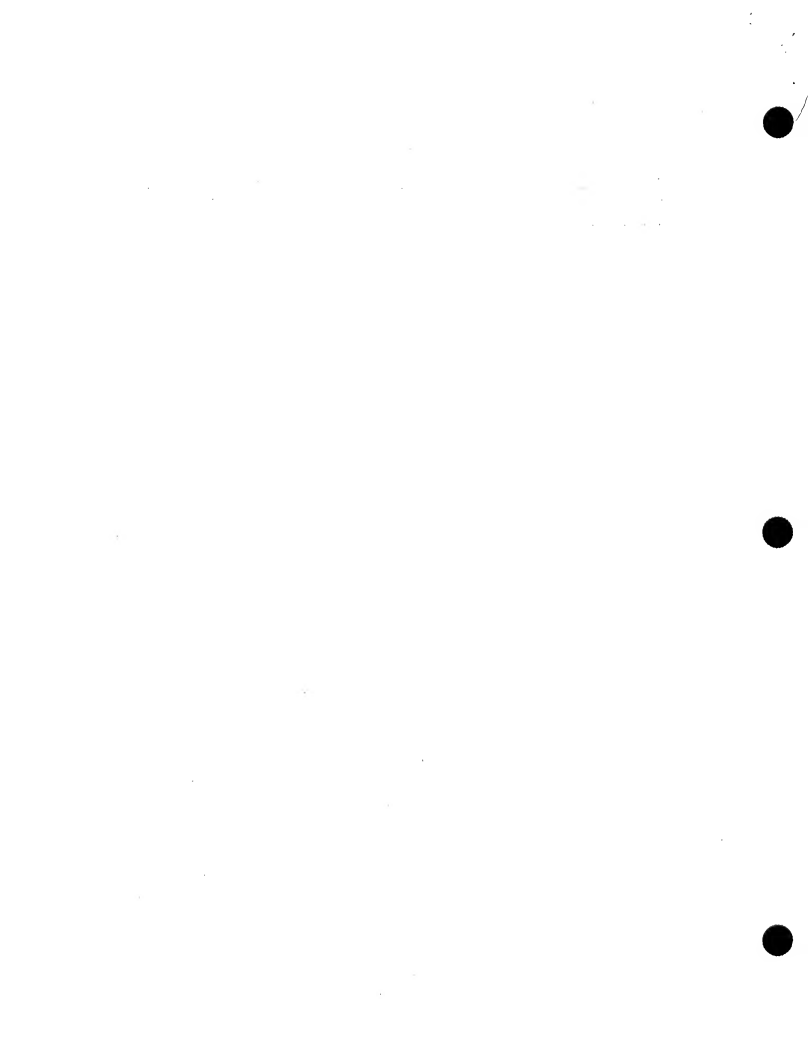
Report the language in which you are taught most often in your courses. Considering all your courses, report two languages only if you are taught **equally often** in these languages since September 1993.

3.3 Why do you ask a question on language spoken at school (Q.24)?

This question has been requested by data users from Ontario, Quebec and New Brunswick, and from federal departments. The data would be used to assess the need for French language schools outside Quebec and to establish the choice of language of education of students at the postsecondary level in Quebec.

3.4 Why do you ask a question on language spoken at work (Q.41)?

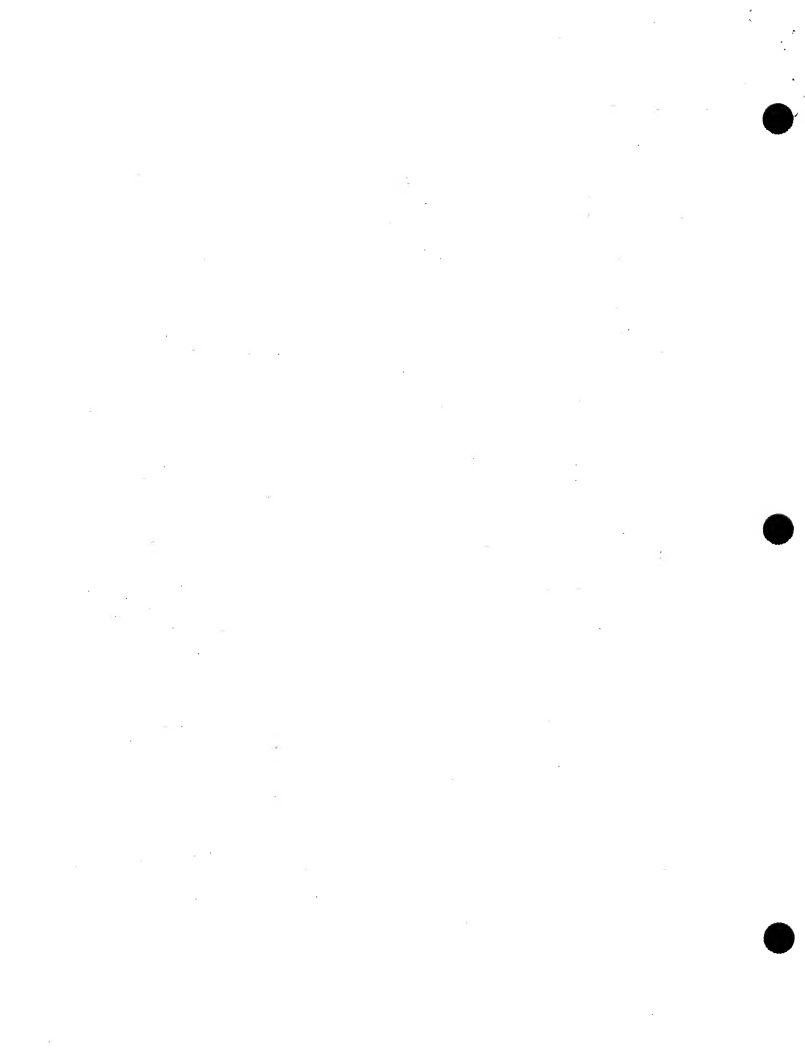
This question has been requested by many data users from Ontario, Quebec and New Brunswick, and from federal departments. Data users would be able to assess the language used at work by minority populations and to establish whether non-proficiency in official languages is a barrier to employment opportunities.



4. MEANS OF TRANSPORTATION TO WORK

4.1 Why does the government care how people get to work?

This information is used to plan and establish the costs for new transportation routes. Ongoing censuses with this question will be able to show if there is a movement away from private to public transportation.



5. SAME-SEX RELATIONSHIPS

5.1 How do same-sex couples indicate their relationship in Question 2?

Same-sex couples can indicate their relationship by ticking Option 13--*Other* and state their relationship, or if Person 1 is a member of this relationship, his or her partner can tick Option 3--*Unmarried partner of Person 1*.

5.2 Why isn't there a response in Question 2 that says *same-sex partner*?

If two persons of the same sex clearly indicate that they are living in a gay or lesbian living arrangement, the information is retained but not published. There is, however, some public resistance to including same-sex partner as a category on the census form as well as reservations on the part of some individuals to identifying themselves as living in a same-sex relationship.

5.3 Are there any plans to collect data on same-sex relationships in the 1996 Census?

Only questions that are being tested will be included on the 1996 Census questionnaire. However, if a respondent volunteers this information, it will be captured and retained for internal research and analysis.

5.4 Are there any surveys at Statistics Canada that collect information on same-sex relationships?

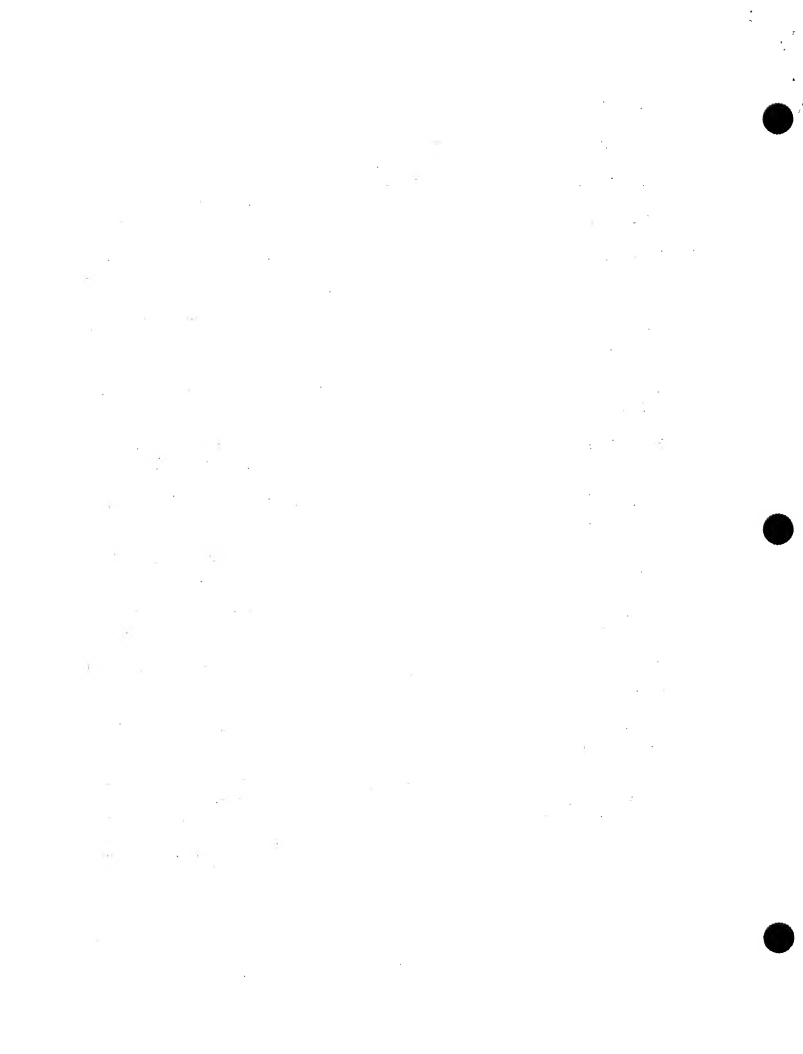
No. During the public consultation process numerous topics are suggested for inclusion in the census. However, time and budget constraints make it impossible to include all of them on the census questionnaire. The topics chosen cover issues that are of the most interest to the greatest number of data users.

5.5 Is there much demand for data on same-sex relationships?

As companies, institutions and governments extend benefits to same-sex partners, the demand for data grows. Currently, there needs to be a national demand for the information.

5.6 Why isn't there a question on sexual orientation on the census test?

During the public consultation process numerous topics are suggested for inclusion in the census. However, time and budget constraints make it impossible to include all of them on the census questionnaire. The topics chosen cover issues that are of the most interest to the greatest number of data users.



6. UNPAID WORK

6.1 Why don't you include unpaid activities under work?

Questions on unpaid and paid work are asked separately to allow us to collect information on the two kinds of work. Even though Statistics Canada collects data on unpaid work, there continues to be a demand for data on paid work alone.

6.2 What studies have been conducted on unpaid work?

Statistics Canada has successfully generated estimates of the number of people who engage in household work and the number of hours they spend in specific activities through time use surveys. The most detailed of these is the General Social Survey which was conducted in 1992.

In addition, specific studies generating estimates of the value of domestic production in Canada have been completed:

Hans Adler et Oli Hawrylyshyn, "Estimates of the Value of Household Work in Canada, 1961 and 1971"; *Review of Income and Wealth*, December 1978.

Barbara Clift and Stewart Wells, "The Reliability of the Canadian National Accounts"; *Canadian Economic Observer*, February 1990.

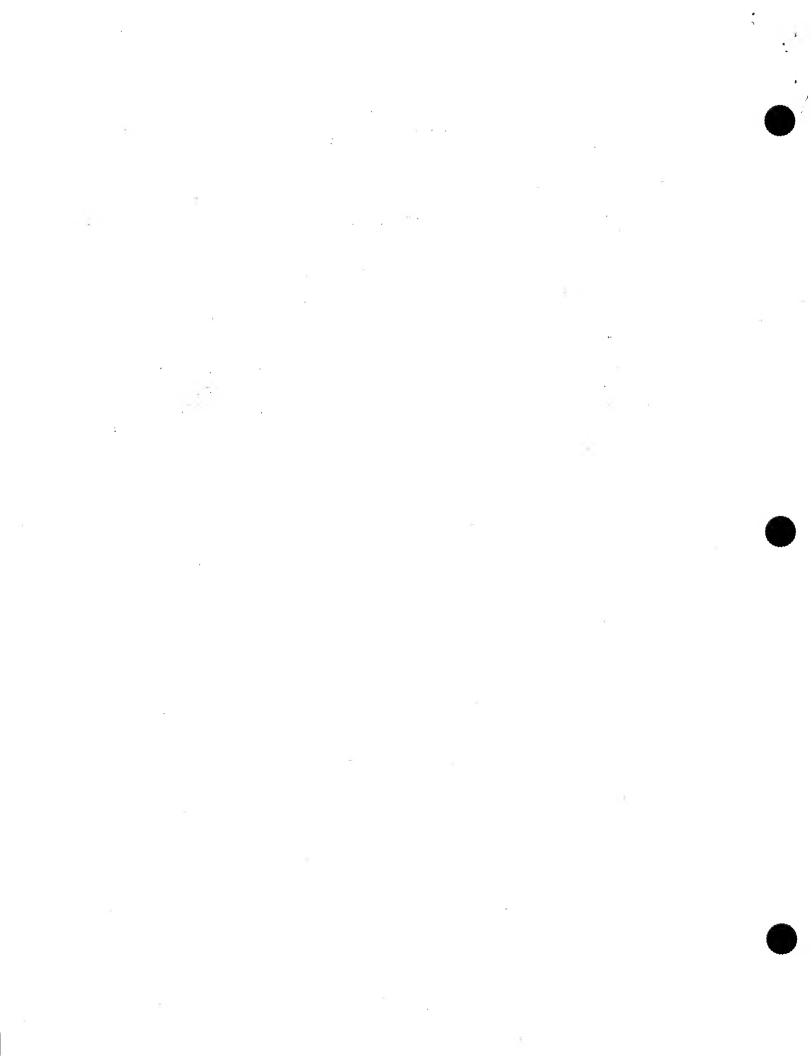
Oli Hawrylyshyn, "Estimating the Value of Household Work in Canada, 1971"; Catalogue No. 13-566, Occasional, Statistics Canada, June 1978.

Janet Swinamer, "The Value of Household Work in Canada, 1981"; *Canadian Statistical Review*, March 1985.

Chris Jackson, "The Value of Household Work in Canada, 1986"; *Canadian Economic Observer*, June 1992.

6.3 Has unpaid work been included on the census test because of the efforts of various women's groups?

Statistics Canada has been aware of the public's interest in data on unpaid work since the mid-1970s. In attempts to develop an appropriate census question on this topic, testing was conducted prior to the 1981 and 1991 Censuses. Respondents had difficulty answering these questions because of their different perceptions of unpaid work. They also had difficulty calculating the number of



hours spent on these types of activities. Once we establish a question that is generally understood and provides reliable data, it has a better chance for inclusion in the census.

6.4 How were these questions developed?

A federal interdepartmental working group was formed to help develop the content and wording of the questions on unpaid work. The proposed questions were tested using focus groups to determine respondent's understanding of, and reaction to, questions on their unpaid activities. Results of the focus group testing were used to modify questions and instructions.

6.5 Who was on the working group?

The working group included representatives from Statistics Canada, Farm Women's Bureau of Agriculture Canada, Canadian Advisory Council on the Status of Women, Health and Welfare's National Advisory Council on Aging, Multiculturalism and Citizenship's Voluntary Action Directorate and Status of Women Canada.

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